

The Grapevine



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What's new in the Grapevine this week?

- **American Wine Society**
- **What is neuroenology?**
- **Important notice about Wine Club**
- **Extraordinary Wine Tasting May 17th**
- **Happy Easter**

If you like to taste and learn about wine and you would like to meet other like-minded people in the Bozeman area, here is your chance. The first Montana chapter of the American Wine Society will start in Bozeman in June with plans to meet at least monthly for informal wine tastings, other social and educational events, and networking. Planned chapter events include:

- Wine tastings and wine diners
- Informal networking events
- Wine education, seminars, and workshops
- Field trips to local wine bars
- Virtual tastings

The American Wine Society was organized in 1967 as a non-profit, educational, consumer-oriented organization for those interested in learning more about all aspects of wine. Today, the Society has over 5,000 members in 45 states and 120 chapters across the U.S.

To find out more about the American Wine Society national organization, visit their website

at <http://www.americanwinesociety.org>. To find out more about the Bozeman chapter, visit the chapter's Facebook page at <https://www.facebook.com/AWSBozeman/>.

If you would like to be added to the notification email list for first meeting of the Bozeman chapter scheduled for June 14th please send a request to awsbozeman@gmail.com.

What is Neuroenology?

In his new book, Gordon M. Shepherd expands on the startling discovery that the brain creates the taste of wine. This approach to understanding wine's sensory experience draws on findings in neuroscience, biomechanics, human physiology, and traditional enology. Shepherd shows that creating the taste of wine engages more of the brain than does any other human behavior. He clearly illustrates the scientific underpinnings of this process, along the way enhancing our enjoyment of wine.

Neuroenology is the first book on wine tasting by a neuroscientist. It begins with the movements of wine through the mouth and then consults recent research to explain the function of retro nasal smell and its extraordinary power in creating wine taste. Shepherd comprehensively explains how the specific sensory pathways in the cerebral cortex create the memory of wine and how language is used to identify and imprint wine characteristics. Intended for a broad audience of readers—from amateur wine drinkers to sommeliers, from casual foodies to seasoned chefs—*Neuroenology* shows how the emotion of pleasure is the final judge of the wine experience. It includes practical tips for a scientifically informed wine tasting and closes with a delightful account of Shepherd's experience tasting classic Bordeaux vintages with French winemaker Jean-Claude Berrouet of the Chateau Petrus and Dominus Estate.

This sounded like a good read to me so I ordered a copy for myself. I must say the folks at the Country Bookshelf made it fast and easy. Give them a call to get your copy of *Neuroenology*.

Important Notice for Wine Club Members

Nobody likes hearing the price of anything is going up but after 13 years of keeping the Wine Club rates at the same level, we are announcing the first price increase since 2004. It isn't right to just announce the

number with no justification so it is important to look at the factors weighing on this decision.

Our US inflation index is up 25% since 2004, the price of an automobile is up 27% since 2004 and the average price of a bottle of wine is up 33% since we started the Wine Club. Rent, insurance, groceries, wages, travel, utilities and taxes are all up by comparable increments. There will be no mention of the cost of higher education or health insurance because those categories are way above reasonable discussion.

As a comparison with our competition, one of the other wine merchants in town who also has a wine club offers ONE bottle per month of a white wine for \$40 maximum. Alternatively, they offer one bottle of red wine for the same \$40 rate. If I did the math right, I know the Wine Gallery is more than competitive with TWO bottles of premium wine for less than what Brand X offers for just one.

It isn't all gloom and doom. We have a much wider array of wines and wine distributors to choose from and we continue to find great values for the Wine Club. For the most part, you won't even notice. Looking as far ahead as September, we are still essentially operating at the 2004 levels.

However, as of June 1, we will be increasing maximum levels for Wine Club selections by a little over 10%. To me, this is about half of the overall inflation increase since 2004. The bright side of this is that adjusted for inflation, Wine Club members are paying comparably less than they were 13 years ago.

As of June 1st, 2017:

- Two white wines will be a maximum of \$28
- The red-white combination will be a maximum of \$34
- Two red wines will be a maximum of \$39
- Millennium Club members will have maximum of \$35 per month.

If you have comments or input, please feel free to contact me at 586-8828 or drop an e-mail to doug@bozemanwinegallery.com

Extraordinary Tasting Set for May 17th

Folks, we had some scheduling conflicts but we finally have a date and venue for the **2017 Extraordinary Tasting event**. This annual wine tasting is staffed by winemakers, senior winery personnel, wine marketing

professionals and our great suppliers. For interested wine consumers, this tasting is the most informative of the events we do each year. We plan on showing wines from Washington, Oregon and California as well as the best of European and Southern Hemisphere wines. Our date is Wednesday, May 17th and we will be graciously accommodated by Riverside Country Club. Plan on a 7 PM start.

Last year we brought nearly 50 wines to taste from domestic and imported wineries. The response was overwhelming as wine tasters got the chance to taste wines and consult with winemakers ***before*** buying. I know I say this a lot but if you are going to buy wine for summer, the opportunity to find the wine you want as a patio sipper, a picnic wine, or just a big red for a steak from the barbeque is our Extraordinary Tasting on May 17th.

Tickets go on sale today for \$69 each. This price includes the wines, scrumptious small plate delicacies from Chef Sanford Isobe's kitchen, full service by the Riverside staff, and gratuity.

To order tickets, call us at 586-8828 or send an e-mail to bozemanwinegallery@gmail.com.

Happy Easter!

If you are still looking for a rose' or sparkling wine for Easter brunch, a tangy white or a Pinot Noir to go with ham or maybe a big red to go with a leg of lamb, come down to the Wine Gallery. We have some great advice about great wines at great prices.

We will be open through Saturday from 10 AM to 6 PM.

Happy Easter!!! From Tiffany, Allyson and me.